

**FIG. 1**

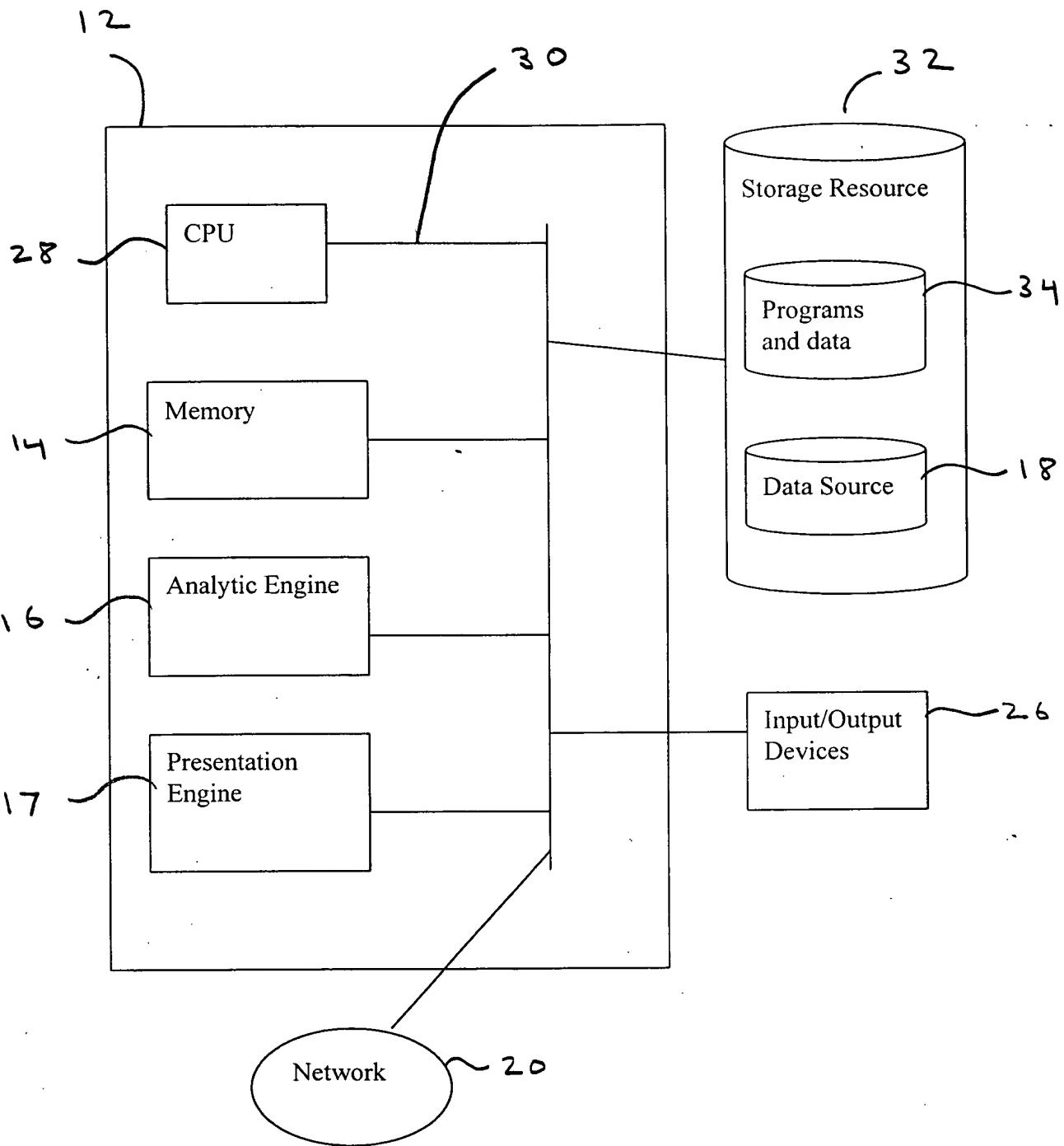
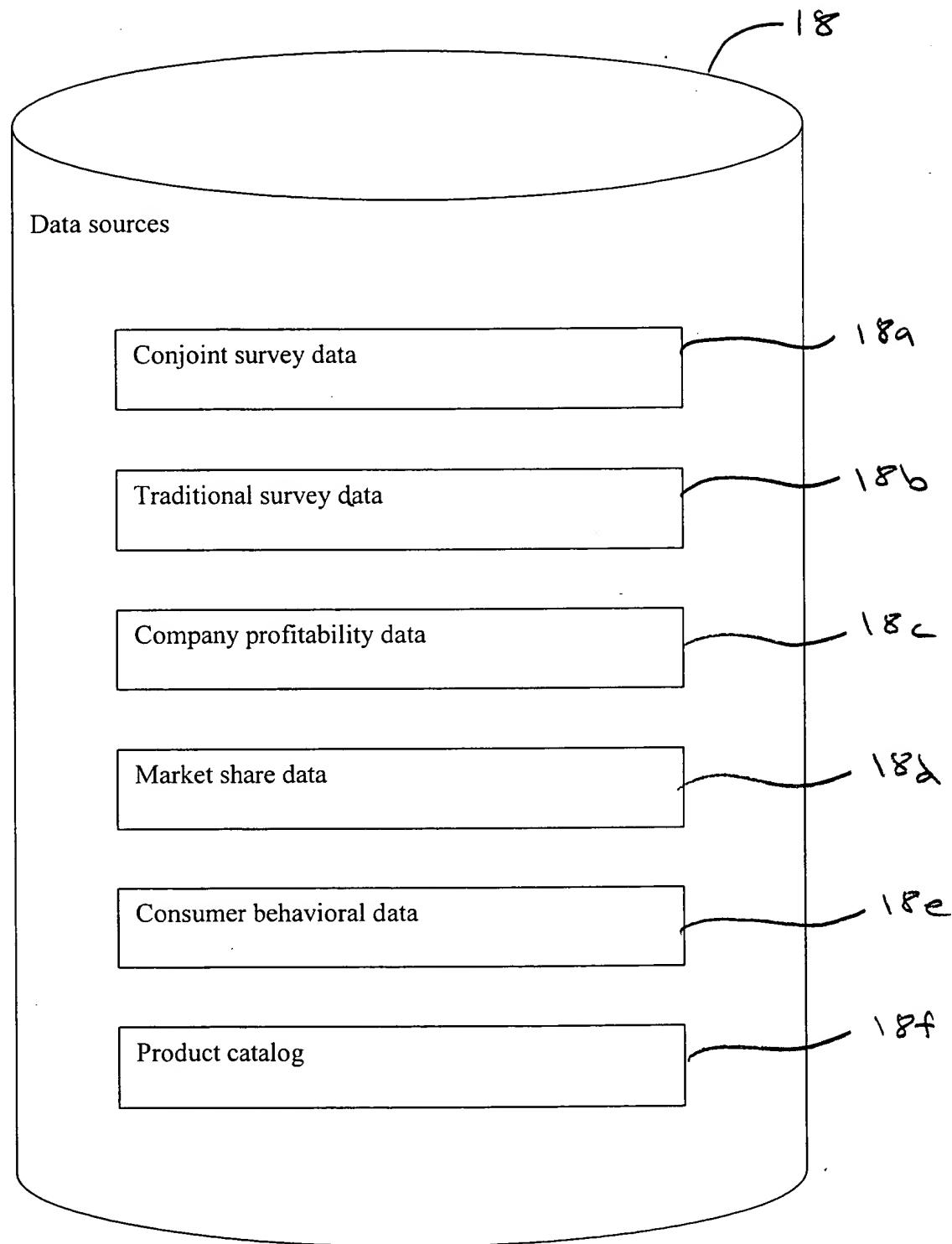


FIG. 2



**FIG. 3**

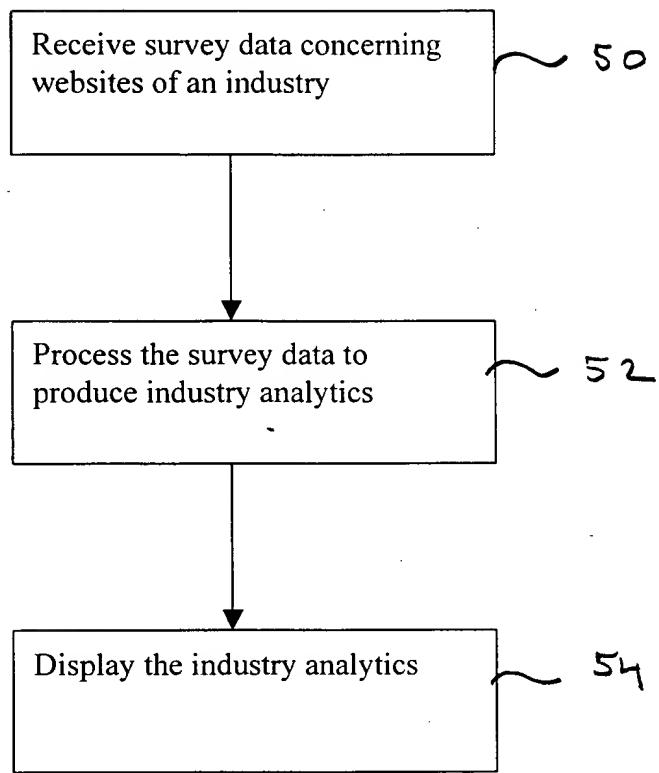


FIG. 4

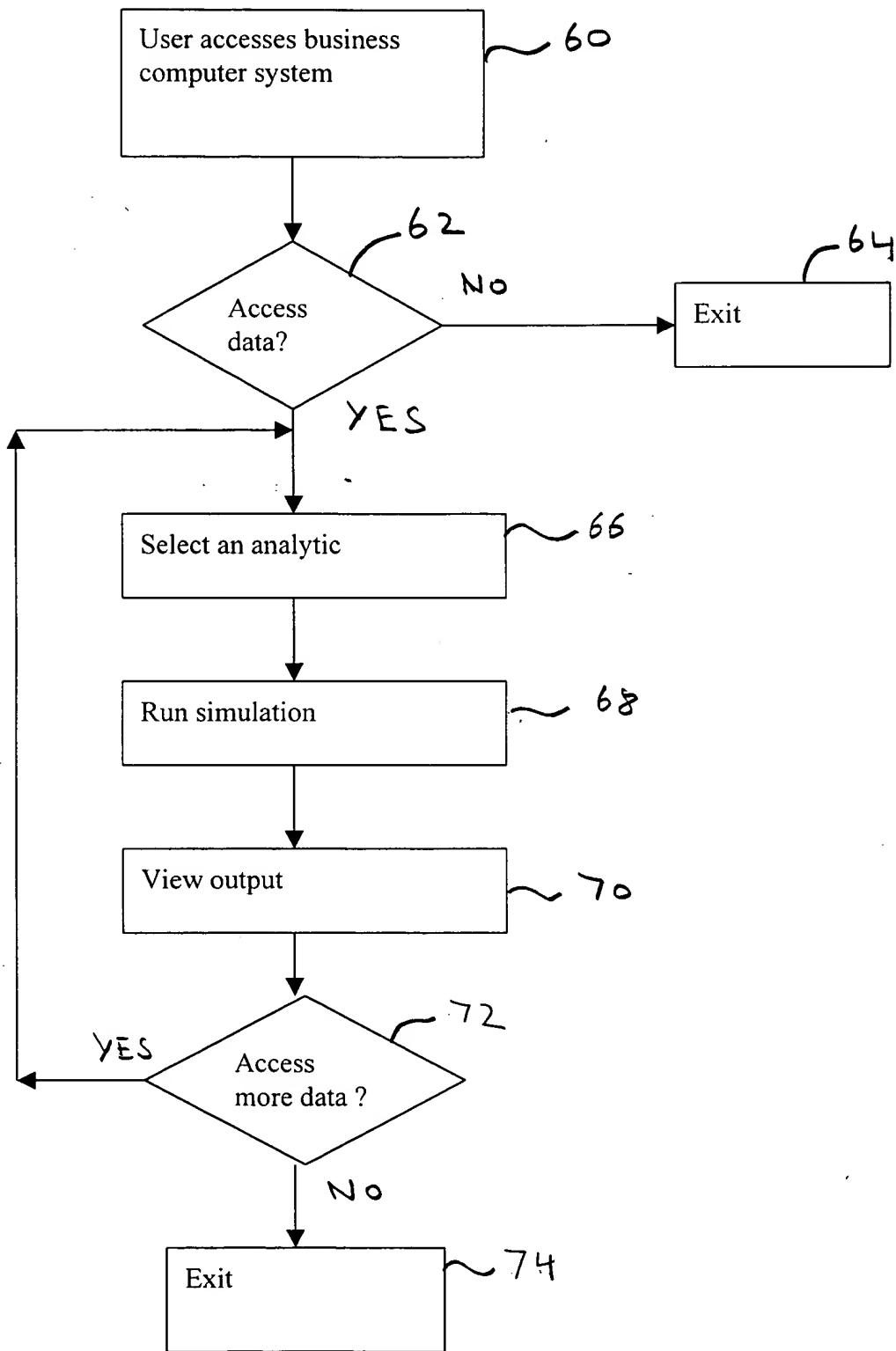


FIG. 5

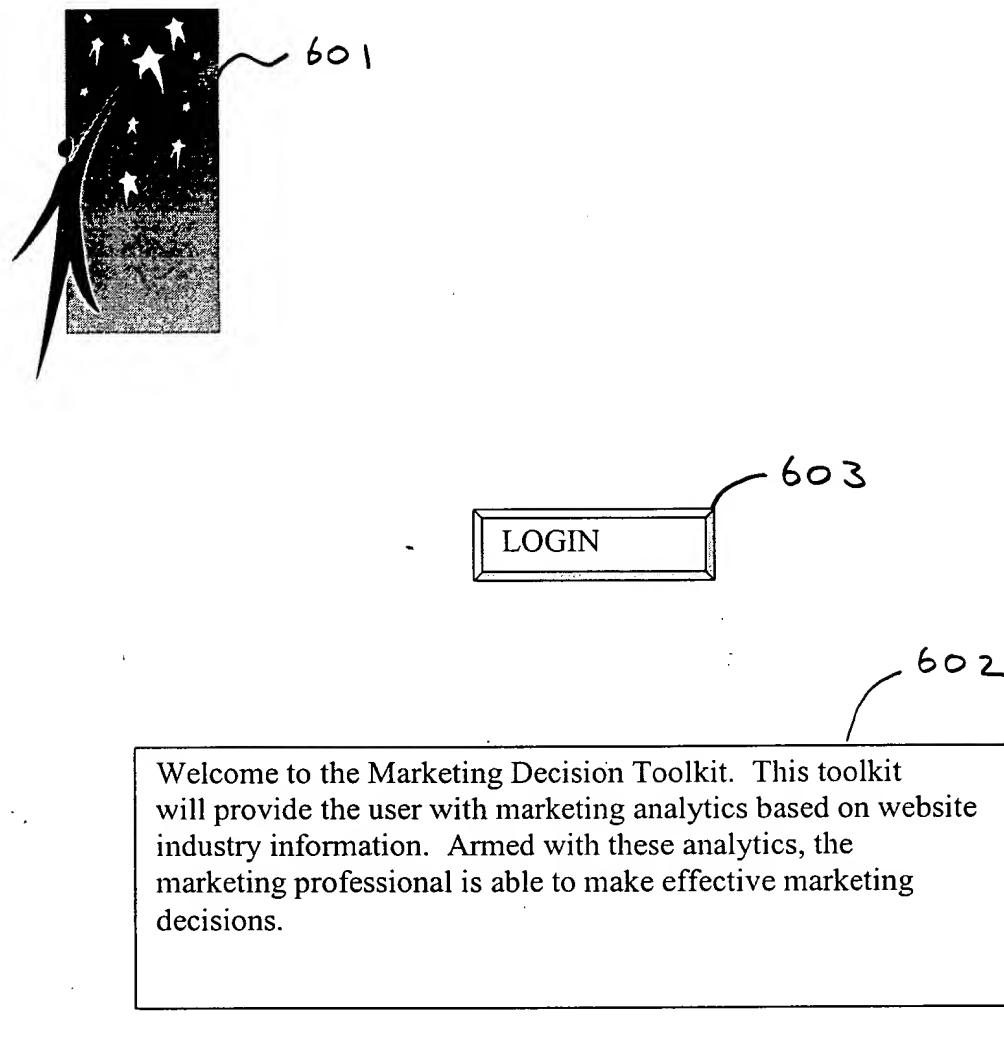


FIG. 6A

TOOLBOX: MARKETING

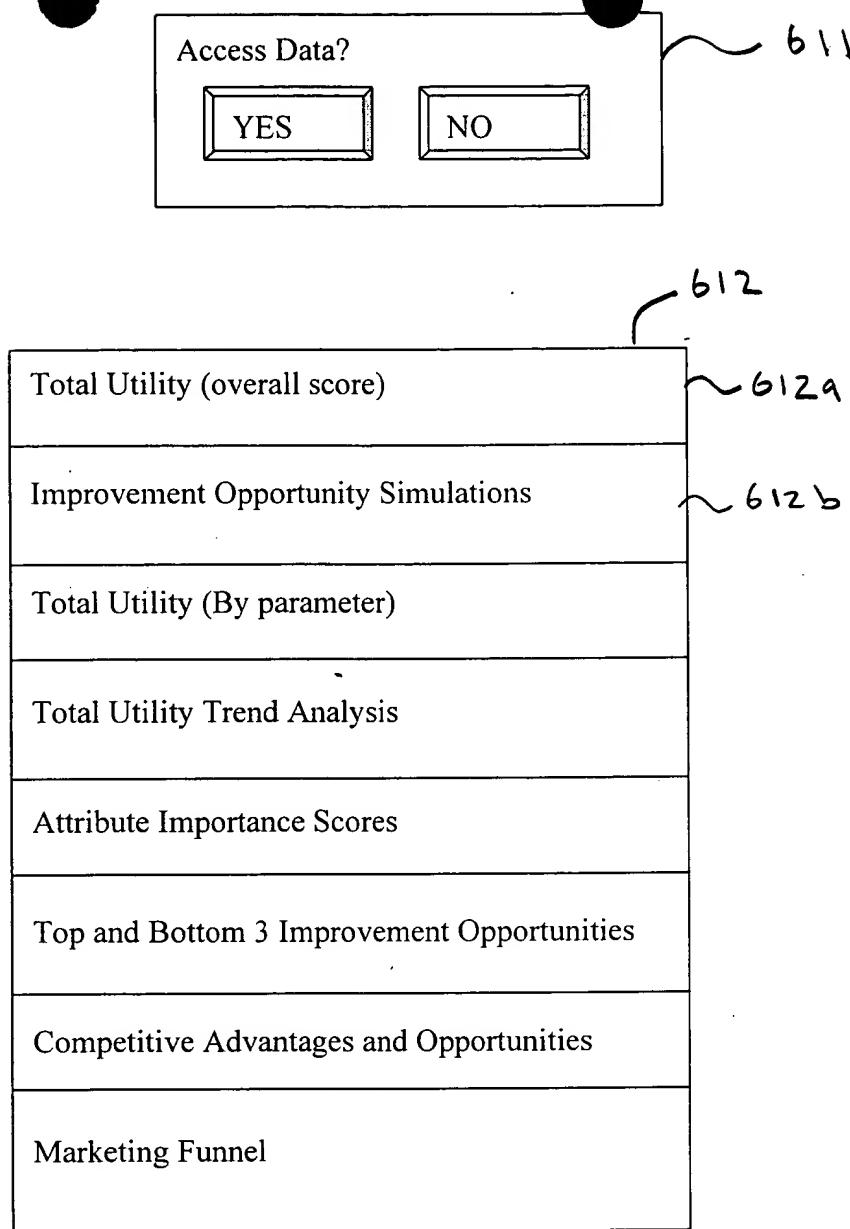


FIG. 6 B

# Total Utility

Across all parameters

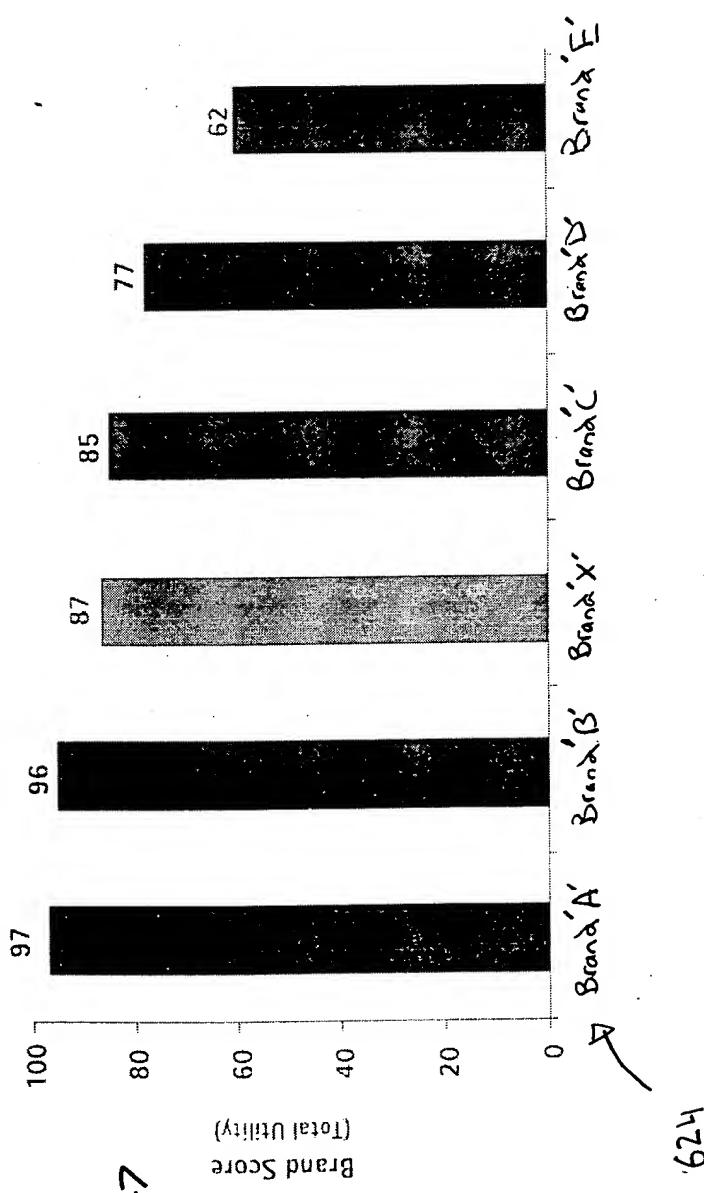


Fig. 6C

## Improvement Opportunity Simulations

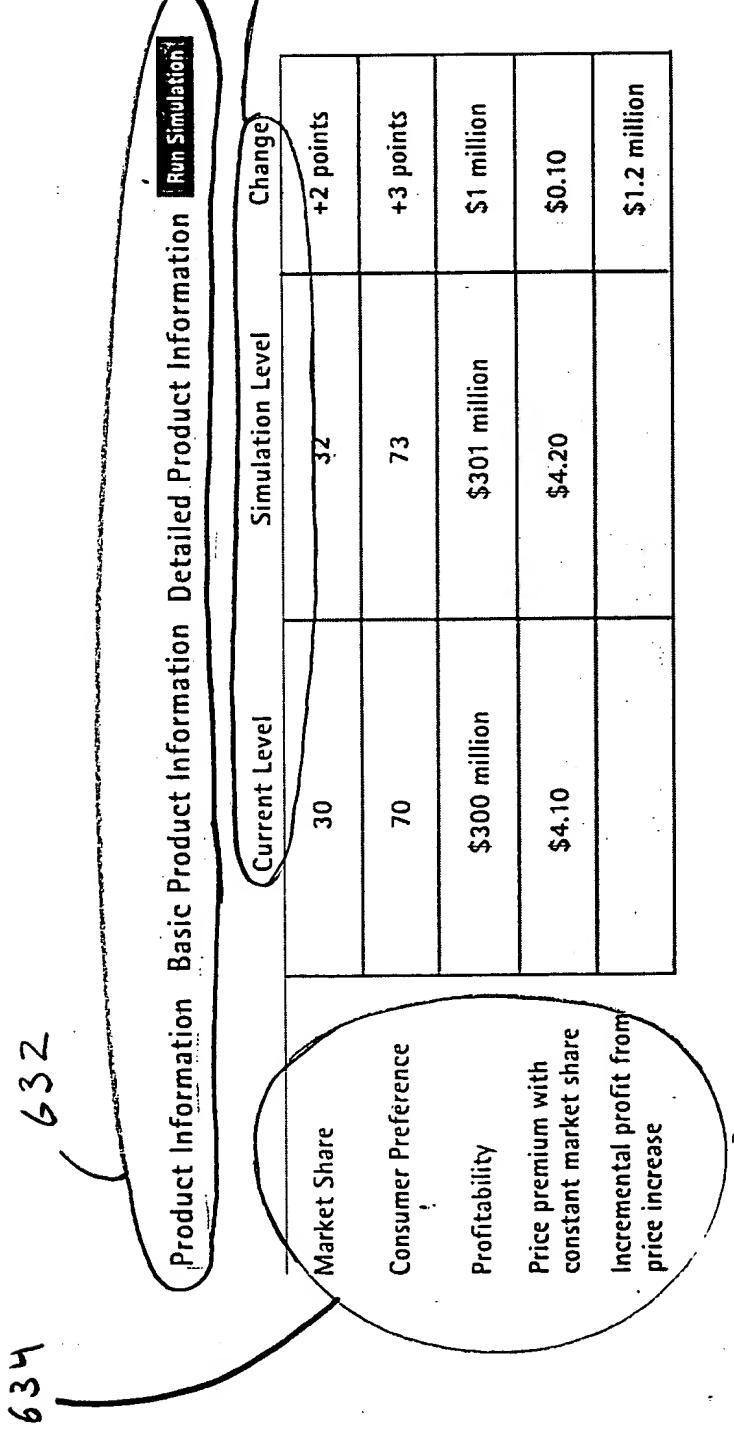


FIG. 6D

## Total Utility

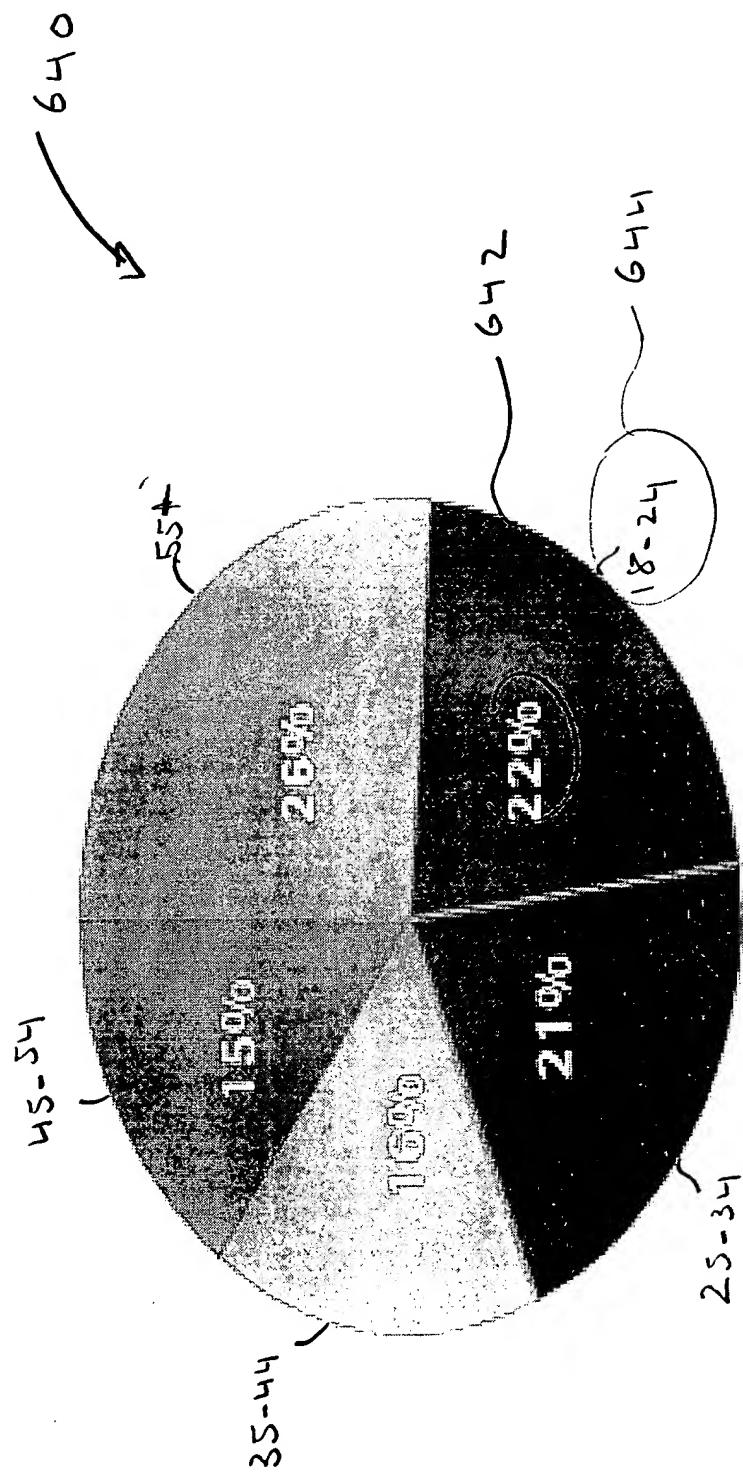


FIG. 6 E

## Total Utility Trend Analysis

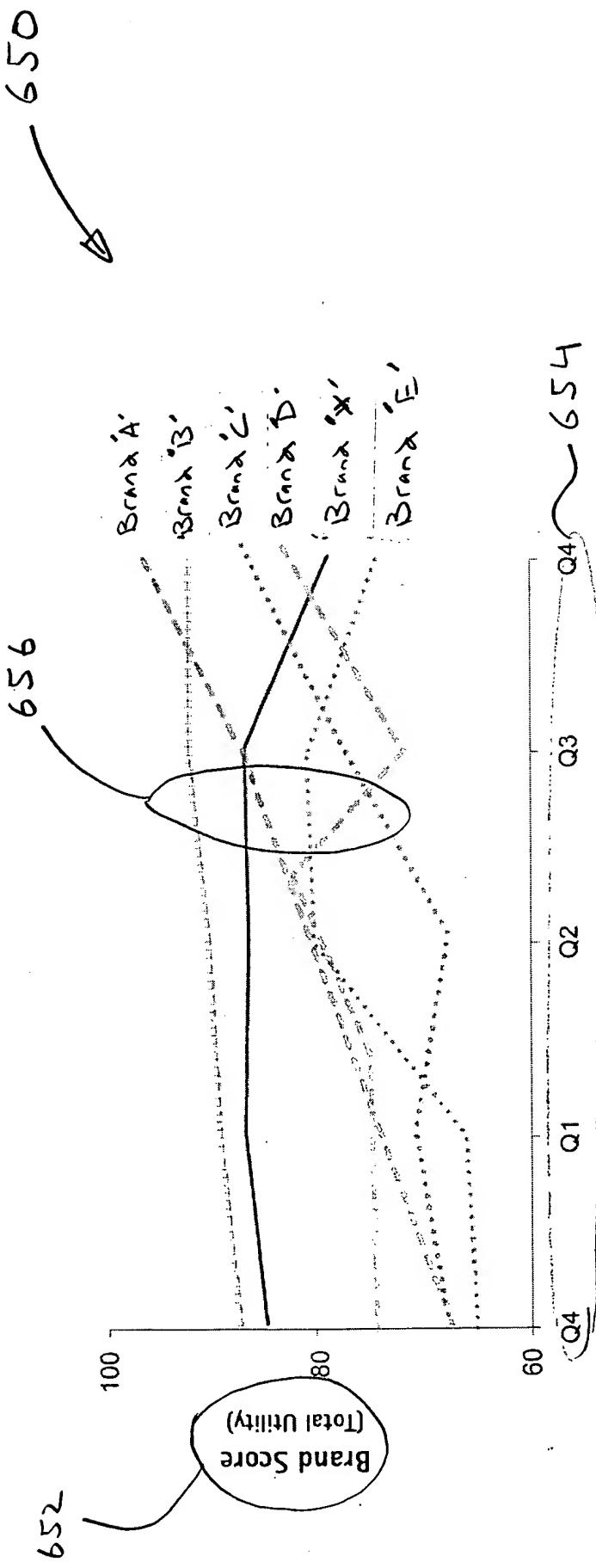


Fig. 6

## Attribute Influence Scores

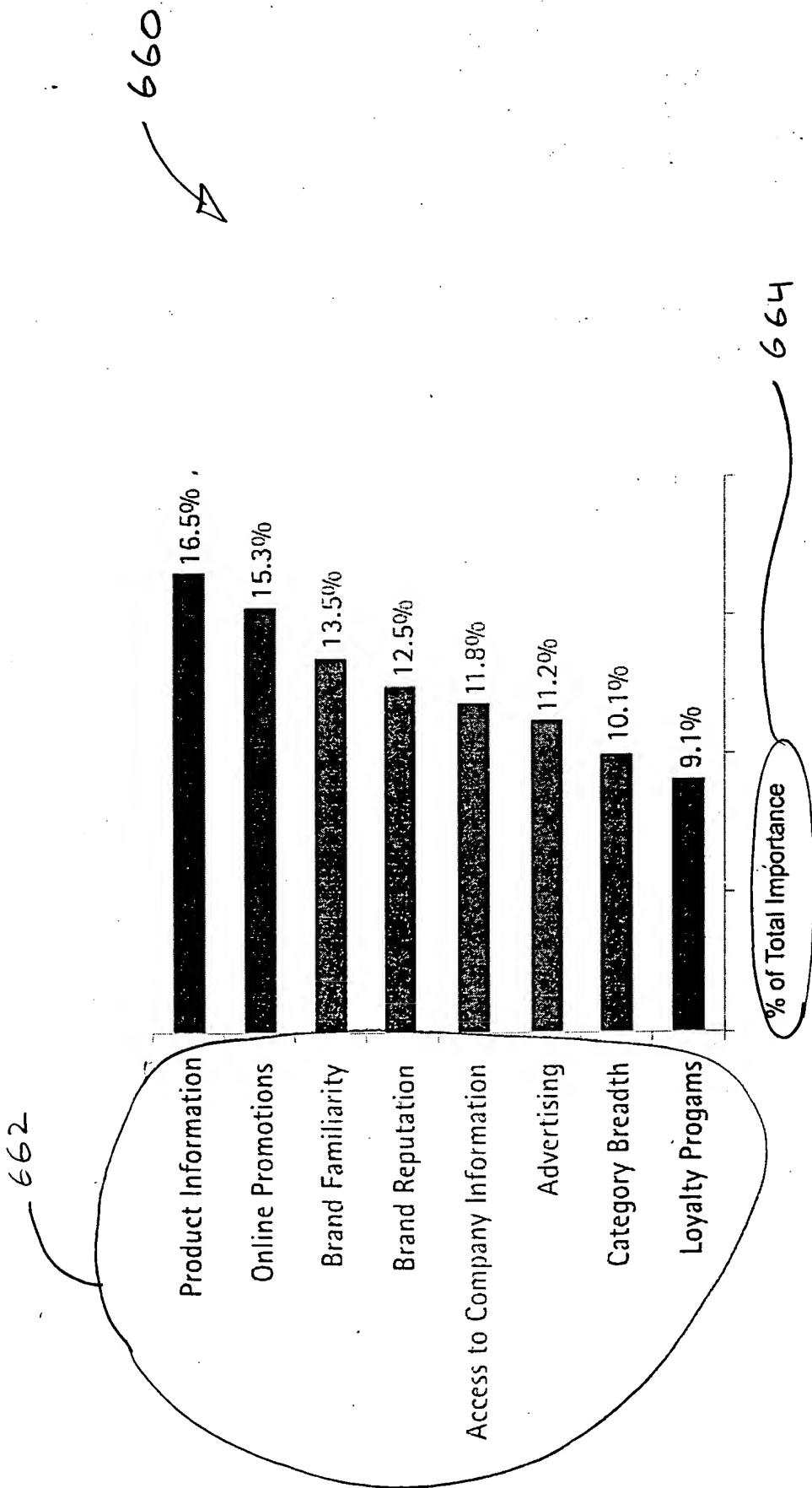


FIG. 6 G

## Top and Bottom 3 Improvement Opportunities

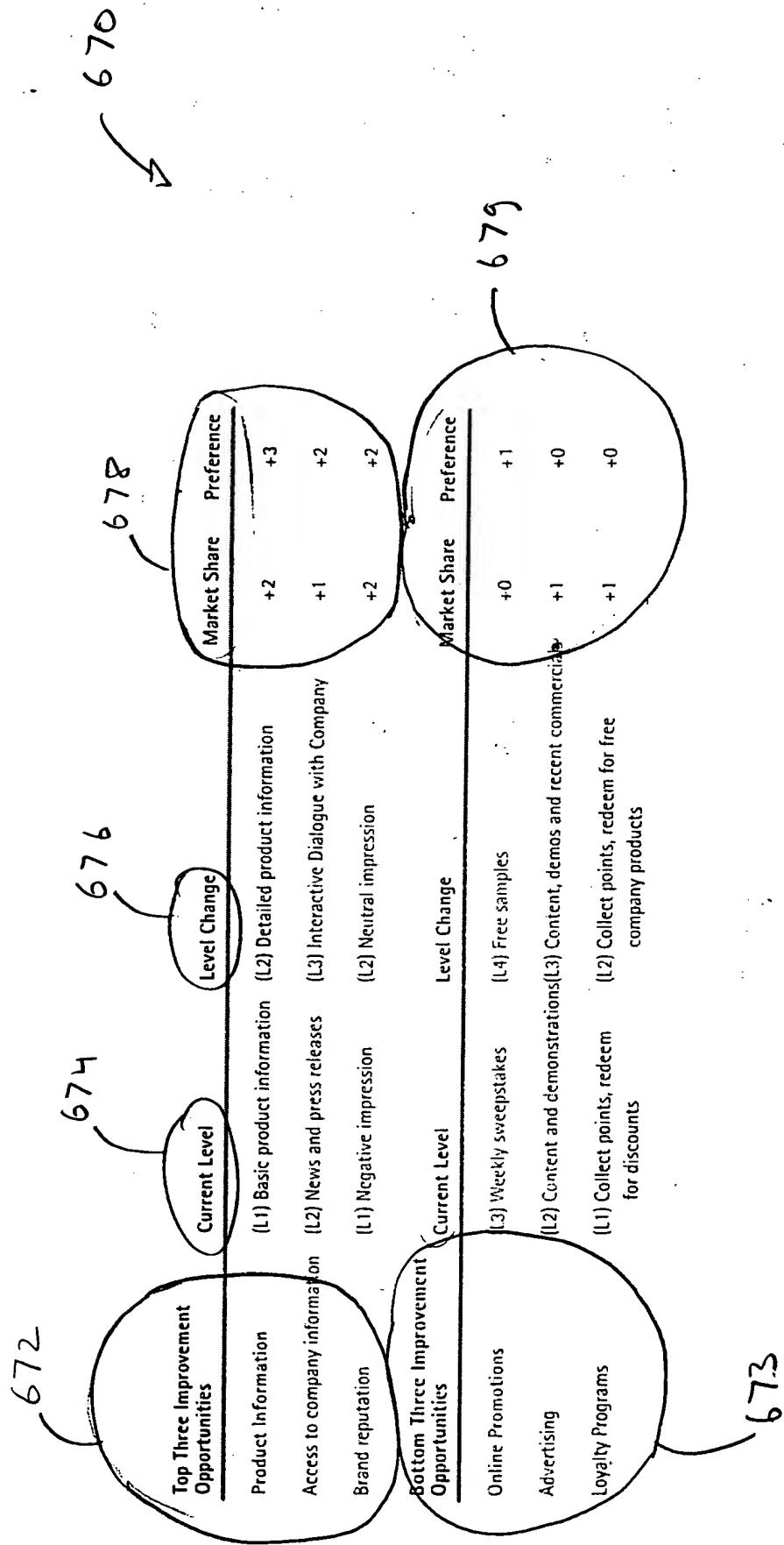


FIG. 6H

## Competitive Advantages and Opportunities

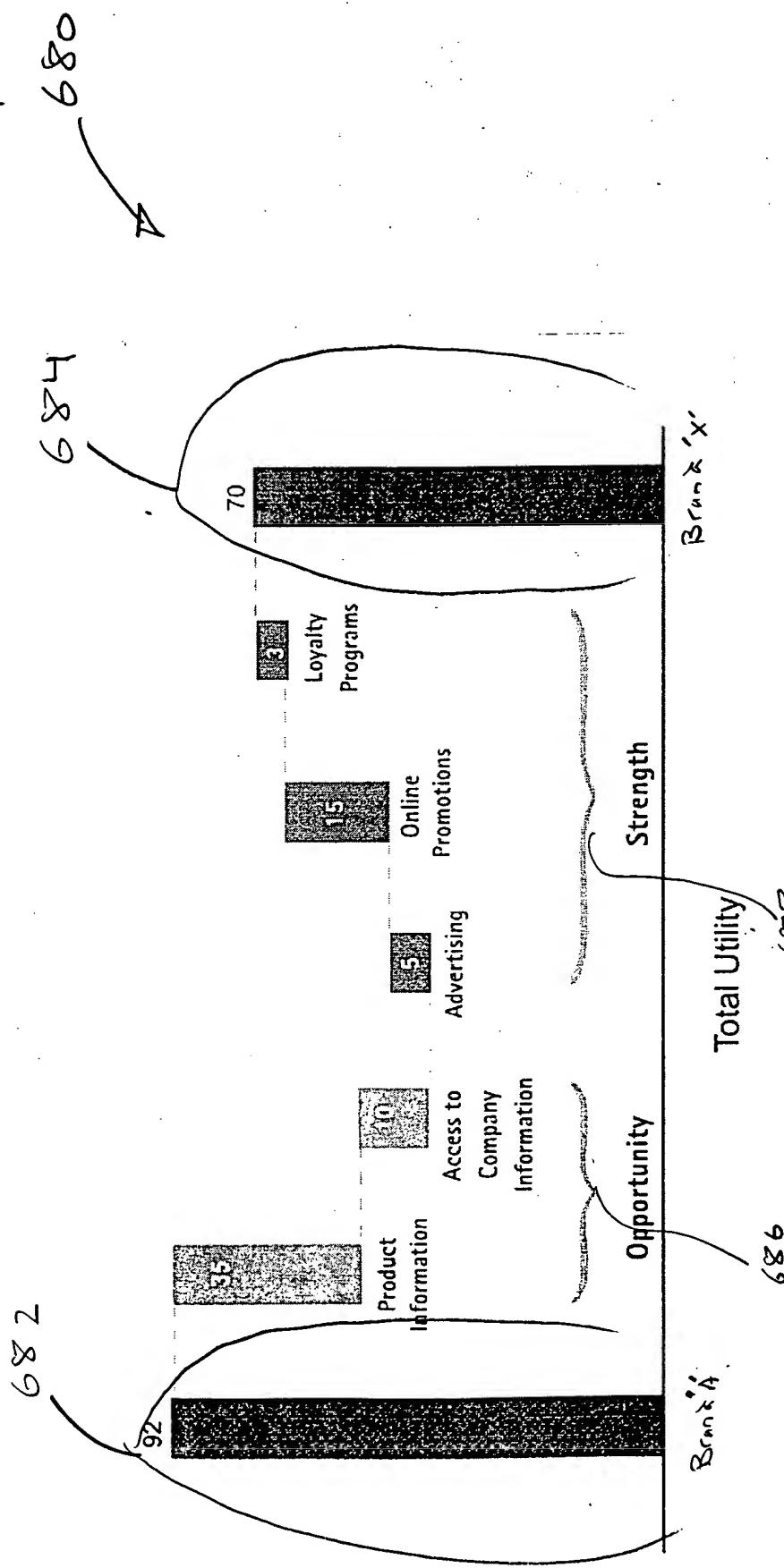
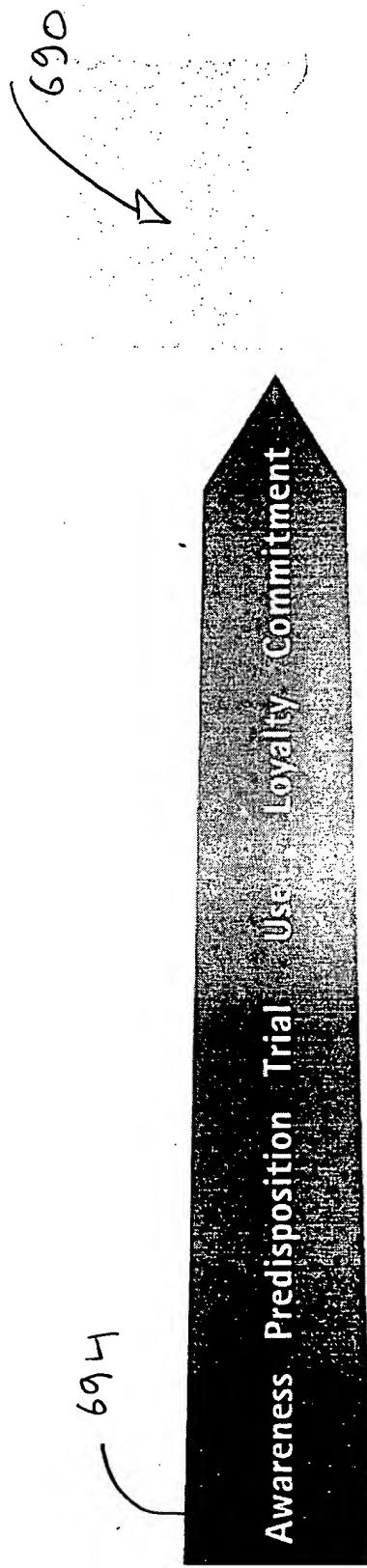


FIG. 6I

# Marketing Funnel



	% of respondents					
	Brand X'	48	20	15	8	5
	Brand A'	67	55	39	20	12

F16.63